

Maria Rodriguez Petrella

UX Researcher – Scrum Master

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Profile

UX Researcher with 3+ years of dedicated UX research experience and 15+ years of background in digital products and strategy, cross-functional collaboration, and stakeholder communication. Skilled in the full research lifecycle, from identifying research questions and planning studies, to conducting, analyzing, and delivering actionable insights that directly influence product decisions. Experienced with both qualitative and quantitative methods, including usability testing, user interviews, A/B testing, and data-driven analysis. Comfortable working in fast-paced, highly iterative Agile environments and ramping up quickly to technical domains. Strong track record of guiding stakeholders toward the most appropriate research approach, advocating for user needs, and working independently in remote settings.

Core Competencies

Research Methods: User interviews, usability testing, A/B testing, surveys, heuristic evaluation, CRO, ethnographic research

Research Lifecycle: Research planning, study design, participant recruitment, moderation, analysis, insight reporting

Stakeholder Collaboration: Guiding PMs and POs, designers & engineers to appropriate research approaches; socializing insights across teams

Agile & Remote Work: Scrum Master certified (SFPC), Kanban, sprint-integrated research, fully remote collaboration

Technical Writing & Reporting: Research reports, personas, journey maps, user manuals, SOPs, UX documentation

Tools: Figma, Jira, Confluence, Azure DevOps, Notion, Adobe XD, Axure RP, Convert (A/B testing), MS Office

Languages: Spanish (native), English (C1 - IELTS 7.5, July 2025), German (A1 - Goethe-Zertifikat, July 2025)

Professional Experience

UX Researcher & Strategist | *Hook + Ladder Digital* | May 2024 – Nov 2024

- Led **end-to-end UX/UI audits** for digital products, identifying user pain points and optimization opportunities through both qualitative and quantitative research methods
- Designed and executed **A/B testing** using Convert (Low-Code, HTML, CSS, JS) to validate interface improvements and support data-driven decision-making
- Delivered accessibility reviews and conversion rate optimization (CRO) recommendations, collaborating closely with developers and PMs to define and implement solutions
- Produced clear research documentation and strategic reports, translating technical findings into actionable insights for stakeholders across functions

User Experience Analyst & Scrum Master | *Ceiba Software* | Dec 2020 – Apr 2024

- Conducted end-to-end UX research, including **user interviews, data analysis, prototype testing, and usability validation**, across multiple industries and enterprise clients
- Translated complex user needs and pain points into actionable design recommendations, working alongside product designers, engineers, POs and PMs in an Agile environment
- Led Scrum ceremonies as Scrum Master across multiple software development teams; coached stakeholders on Agile principles and managed sprint planning and backlog prioritization
- Applied UX Writing principles and created technical documentation (user manuals, developer guides, installation guides) ensuring clarity for both technical and non-technical stakeholders
- Demonstrated ability to ramp up quickly across diverse and technically complex domains, delivering research impact from day one
- Moderated a public DevFest session interviewing Scott Hanselman (.NET and ASP.NET lead, Microsoft), demonstrating comfort with highly technical subject matter and live facilitation

Product Designer & UX Researcher | *LearUp Systems* | Jan 2025 – May 2025

- Led product discovery processes for clinical trial and medical device software, conducting **user research, stakeholder interviews, and workshops** to surface user needs and pain points
- Continuously validated design concepts with users through iterative usability testing and feedback loops, ensuring the product remained user-centric across rapid development sprints
- Collaborated cross-functionally with POs, PMs, engineers, and business stakeholders to align research insights with product goals and sprint deliverables
- Created and maintained UX documentation, design systems, and developer guidelines to support consistent, high-quality implementation

Digital Marketing Leader & Project Manager | *Ariadna Communications Group* | Sep 2017 – Mar 2019

- Directed web development and digital campaign projects for major brands using Agile methodologies; served as primary liaison between clients, creative, and technical teams
- Led quantitative and qualitative analysis of campaign performance, generating reports and insights that informed strategic decisions and budget allocation
- Managed cross-functional teams and stakeholder communication, translating complex business requirements into actionable, measurable project plans

Functional QA & Technical Writer | *Street Art Tagger* | May 2020 – Sep 2020

- Executed structured QA testing cycles for a global Android/iOS application; documented bugs, validated data accuracy, and collaborated with developers throughout the correction process
- Created detailed SOPs, user manuals, and developer guides, translating technical concepts into clear, accessible documentation for diverse audiences

Event Organizer & Community Builder | *Independent / Tech Communities* | Jan 2021 – Sep 2025

- Designed and led tech and social impact events reaching 3,000+ participants, including women re-entering the workforce, building empathy for underrepresented users in tech contexts
- Produced post-event impact reports and qualitative success stories used for fundraising and international partnerships

Education

Master's in UX/UI Design – Nuclio Digital School, Spain (2023)

Certified Tech Developer – Digital House, Argentina (2021–2022)

UX/UI Design – Ada School, Argentina (2023)

Bachelor's in Social Communication – Universidad Católica Santa Rosa, Venezuela (2008–2014)

Certifications

Certified Scrum Developer® (CSD) - Scrum Alliance, Aug 2021

Scrum Master Professional Certificate (SMPC) - CertiProf, Feb 2022

Scrum Developer Professional Certificate (SDPC) - CertiProf, Jan 2022

Scrum Product Owner Professional Certificate (SPOPC) - CertiProf, Jan 2022

IELTS General Training - Overall Band 7.5 (C1) British Council / IDP / Cambridge July 2025

Goethe-Zertifikat A1: Start Deutsch 1 - Grade: Satisfactory | Goethe-Institut, July 2025

Web Accessibility Course

Productivity & Project Management Training